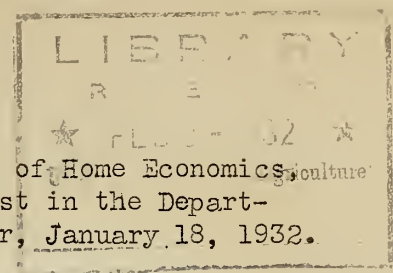


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A radio talk by Mrs. Rowena Schmidt Carpenter, Bureau of Home Economics, delivered through WRC and 46 associate NBC stations, broadcast in the Department of Agriculture period of the National Farm and Home Hour, January 18, 1932.

How do you do, Homemakers:

While I was one of you listening in at home recently I heard Mr. Salisbury announcing a new publication of the Department of Agriculture, -- that one with the interesting title: "Getting the Most for your Food Money". I made up my mind then and there that all of us ought to know more about that leaflet, and this is my first chance since that time to talk about it.

We prepared the leaflet to help homemakers plan very economical but balanced diets. You know it's a real problem to get the right kinds of food for health and growth when food money is limited. The less variety you can afford to buy, the more important wise choice of food becomes. And wise choice takes rather special knowledge. So two nutrition specialists, Dr. Hazel K. Stiebeling of our bureau, and Miss Miriam Birdseye of the Extension Service, have worked out practical low-cost food guides that will protect the health and help to keep up the efficiency of families hit by hard times. You'll find these suggestions in the leaflet, "Getting the Most for your Food Money".

I just wonder how many of you realize how many people are less fortunate than yourselves? Lots of families haven't enough of any kind of food just now. And a great many others have enough to eat if you consider quantity only, but they are not having the kinds of food that make them feel well and keep them able to work. If you don't realize these conditions you may feel like a friend of mine who had been looking over some low cost diets and hadn't found them very attractive according to her standards. She missed juicy steaks, tender roasts, fresh green vegetables and fresh fruits. She found too much cereal food to suit her. She said to me, "I look over every low-cost meal I see in print, but I've never yet seen one that my husband would eat, and still he is always after me to save money on the grocery bill." I happen to know the kind of table that family sets, and I know too what their income is, so I told my friend at once that there was no reason for her to try to economize to the extent that our very low-cost meals suggest. Her problem is to choose now and then a chuck roast at say 17¢ a pound instead of a prime rib cut at 29¢, to have hamburger steak sometimes instead of porterhouse, spareribs instead of pork loin, kale at 5¢ a pound instead of broccoli at perhaps 10¢. She should practice some such economies in her marketing very profitably, but she should not be trying to follow the menus that we have planned for families who have perhaps one-fourth or one-fifth as much to spend as she has. You see we didn't plan our low-cost menus for her. We are concerned just now about the families who have to build their meals around the most inexpensive foods that will meet the needs of good nutrition. They must choose first, foods that are filling and satisfying, those that have plenty of calories, and then to protect their health they will add during the week plenty of milk, some canned tomatoes, raw cabbage and carrots, a few eggs, and some inexpensive cuts of meat. Such families choose not between kale and broccoli just now, but between cabbage and kale; not between hamburger and porterhouse, but perhaps between hamburger and no meat at all. And they must figure closely to see which of the cereals cost less, which of the fats, and so on throughout their market list. It is diffi-

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cult to get all of the food nutrients into the diet when money is at such a premium. And it takes ingenuity for a woman to make meals attractive to the eye and palate when she can afford so few of the colorful, tasteful fruits and vegetables, and so little meat, fish, and eggs. Our bureau specialists are trying to help her accomplish just these things -- to make the family's meals both nutritious and appetizing.

One of the outstanding things about this newest of our low-cost food publications is that it tells you how to spend every food dollar, dividing each one into five parts. The nutrition experts suggest that you spend one of these five parts for milk and cheese, one part for vegetables and fruits, and so on. They tell you, too, that if you have children you must divide your food dollar very differently than if your family consists of adults only. The leaflet gives definite figures to guide your spending. It's worth while knowing, certainly, that if you have children and your food money is limited, you should spend at least 25¢ of each dollar for milk and cheese, while if there are no children in your family group you will be safe in spending only 15¢ in this way.

So if you or some friend of yours needs to economize quite rigidly on the cost of the family food, you will be very grateful for the suggestions worked out so carefully for you in "Getting the Most for your Food Money". Write to the United States Department of Agriculture in Washington, or to your radio station for a copy.

Goodbye, Homemakers, until next Monday!